- Cable interests riding high on Braves' race for pennant
- Sid Topol offers inside look at S-A, cable in general
- Eastern Show draws from history to reflect new image
- Networks finding new interest in old television reruns

CableVision™

The news and features weekly of the cable television industry September 13, 1982 $3.00

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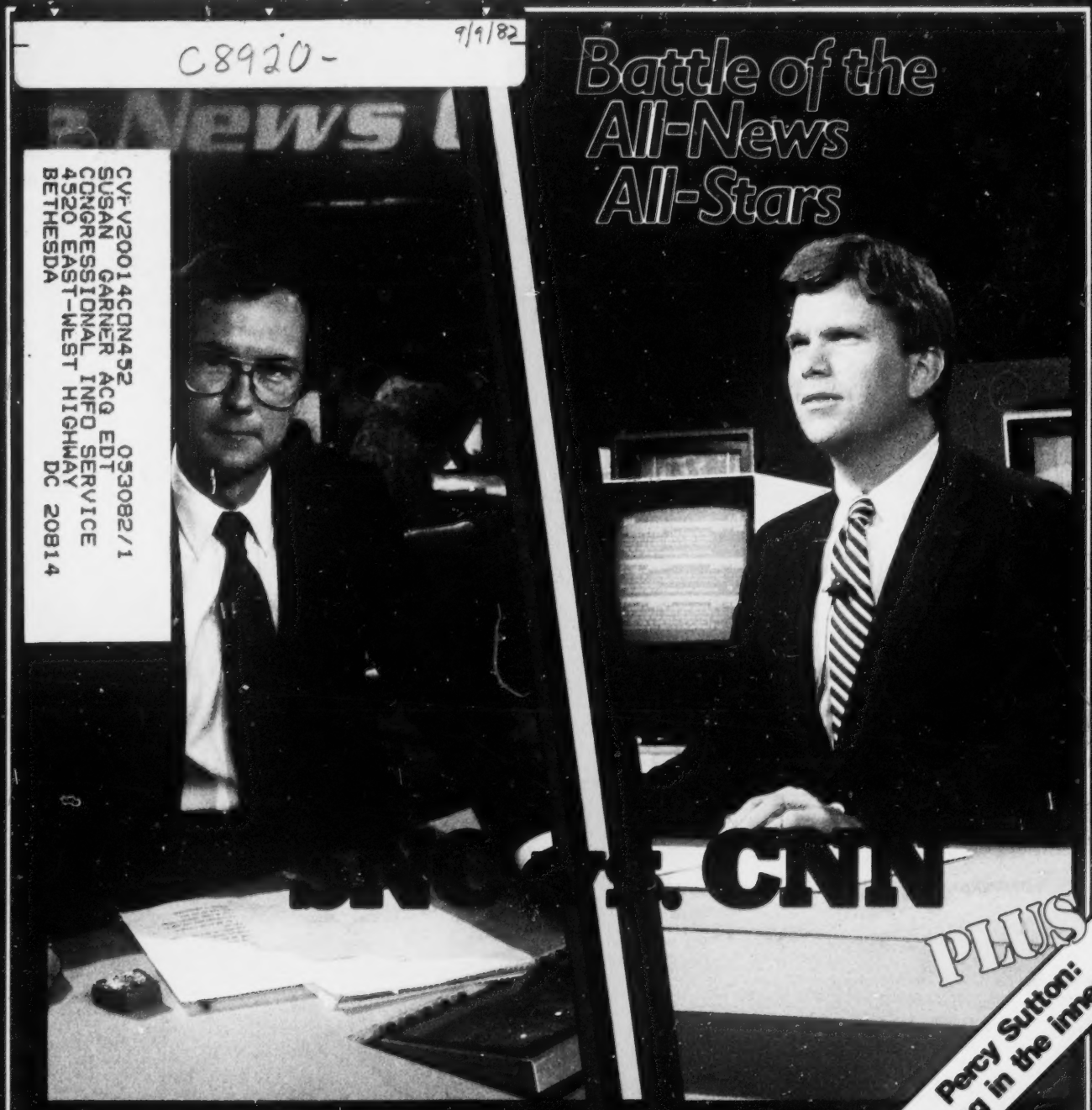

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Eastern Show begins

The fall round of cable conventioneering gets underway at the Eastern Show in Atlanta. Nearly 3,000 people are registered to attend, while a total of 5,000 are expected. **Leading the week, pages 15-24.**

Alarming issues

Alarm industry people, gathered at a New York convention last week, charged that cable is bent on "buying" the residential security market away from them. **Leading the week, pages 15-24.**

Chicago bidding

Cablevision Systems, Continental Group W, a TCI Cross Country partnership and two local firms submitted bids last week for Chicago's five cable franchises. **Leading the week, pages 15-24.**

TMC talks collapse

Negotiations between Warner Amex and three Hollywood studios to buy into WASEC's The Movie Channel have fallen apart. Speculation centers around the reasons why the discussions reached an unsatisfactory conclusion. **Leading the week, pages 15-24.**

Courtly kickoff

The Georgia Surpreme Court has given its approval to WTBS to kick off its NCAA football coverage. ABC and Cox affiliate WSB-TV plan further legal challenges. **Leading the week, pages 15-24.**

DBS under attack

The National Association of Broadcasters has asked the FCC to forego granting DBS applications until after its appeal of the DBS authorization is settled in court. Other parties are filing appeals of the authorization by the FCC. **Leading the week, pages 15-24.**

Cultural discussions

Officials of CBS Cable confirmed that they and their parent company are talking merger with Bravo, the cultural pay channel of Rainbow Programming Services. But they denied that any deal had been struck as of last week. **Leading the week, pages 15-24.**

Consumer recognition

Cable programming services and cable operators have begun to recognize the need for establishing a "brand identity" to market their wares. **Page 43.**

News game claims

Advertisers, for the most part, are not viewing CNN and SNC as competitors—at least not yet. For the moment, advertisers are buying strictly by the numbers. **Page 46.**

Alaskan challenge

Multivisions and RCA hope to meet the demands presented by the 49th state as they buck a trend and move from MDS to traditional cable plans. **Page 51.**

Final defense

The National Cable Television Association has filed its summary comments following seven weeks of testimony before the Copyright Royalty Tribunal. **Page 77.**

Telenational move

Telenational Communications, a Florida-based MSO that for years specialized in cabling military installations, is branching out in a big way into the civilian market. **Page 168.**

About the cover

R.D. Saul, anchor for SNC, and Chuck Roberts, anchor for CNN, are members of news teams battling for cable audiences.

This week in PLUS

The news is the news in the hot contest between Ted Turner's Cable News Network and ABC/Group W's Satellite News Channel. Will love and loyalty for cable's captain of video prove more compelling than the blandishments of ABC and Westinghouse? New York Bureau Chief Victor Livingston, reporting for *Plus*, surveys the scene of the battle. Percy Sutton is a man who loves broadcasting and the city with equal passion. Via his rapidly expanding communications empire, he has found a way to deliver the best of the urban entertainment scene to all of America. **Pages 89-112.**

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Eastern Show Special

Regional focus

EXTRA!

Alabama

Number of systems	115
Number of communities	218
Basic subscribers	419,443
Homes passed	754,014
Pay units	177,539
Plant miles	10,629
Basic subs/homes passed	55.6%
Pay units/basic subs	42.3%
Homes per plant mile	70.9
Subs per plant mile	39.5

Delaware

Number of systems	9
Number of communities	53
Basic subscribers	112,727
Homes passed	191,658
Pay units	39,846
Plant miles	2,788
Basic subs/homes passed	58.8%
Pay units/basic subs	35.3%
Homes per plant mile	68.7
Subs per plant mile	40.4

Florida

Number of systems	170
Number of communities	502
Basic subscribers	1,412,304
Homes passed	2,850,613
Pay units	655,673
Plant miles	32,569
Basic subs/homes passed	49.5%
Pay units/basic subs	46.4%
Homes per plant mile	87.5
Subs per plant mile	43.4

Georgia

Number of systems	133
Number of communities	289
Basic subscribers	557,948
Homes passed	1,005,288
Pay units	333,047
Plant miles	19,137
Basic subs/homes passed	55.5%
Pay units/basic subs	59.7%
Homes per plant mile	52.5
Subs per plant mile	29.2

Kentucky

Number of systems	189
Number of communities	506
Basic subscribers	450,115
Homes passed	702,198
Pay units	193,853
Plant miles	9155
Basic subs/homes passed	64.1%
Pay units/basic subs	43.1%
Homes per plant mile	76.7
Subs per plant mile	49.2

Louisiana

Number of systems	72
Number of communities	155
Basic subscribers	498,587
Homes passed	852,970
Pay units	275,706
Plant miles	15,823
Basic subs/homes passed	58.5%
Pay units/basic subs	55.3%
Homes per plant mile	53.9
Subs per plant mile	31.5

Maryland

Number of systems	42
Number of communities	136
Basic subscribers	221,455
Homes passed	377,122
Pay units	163,482
Plant miles	5,081
Basic subs/homes passed	58.7%
Pay units/basic subs	73.8%
Homes per plant mile	74.2
Subs per plant mile	43.6

Mississippi

Number of systems	88
Number of communities	137
Basic subscribers	255,648
Homes passed	347,243
Pay units	103,700
Plant miles	5,887
Basic subs/homes passed	73.6%
Pay units/basic subs	40.6%
Homes per plant mile	59.0
Subs per plant mile	43.4

North Carolina

Number of systems	104
Number of communities	284
Basic subscribers	549,761
Homes passed	985,097
Pay units	337,318
Plant miles	19,022
Basic subs/homes passed	55.8%
Pay units/basic subs	61.4%
Homes per plant mile	51.8
Subs per plant mile	28.9

South Carolina

Number of systems	71
Number of communities	186
Basic subscribers	308,525
Homes passed	624,506
Pay units	191,347
Plant miles	8,458
Basic subs/homes passed	49.3%
Pay units/basic subs	62.0%
Homes per plant mile	73.8
Subs per plant mile	36.5

Tennessee

Number of systems	132
Number of communities	253
Basic subscribers	413,710
Homes passed	795,127
Pay units	151,110
Plant miles	12,401
Basic subs/homes passed	52.0%
Pay units/basic subs	36.5%
Homes per plant mile	64.1
Subs per plant mile	33.4

Virginia

Number of systems	109
Number of communities	240
Basic subscribers	542,819
Homes passed	904,512
Pay units	361,810
Plant miles	12,758
Basic subs/homes passed	60.0%
Pay units/basic subs	66.7%
Homes per plant mile	70.9
Subs per plant mile	42.5

West Virginia

Number of systems	168
Number of communities	363
Basic subscribers	315,617
Homes passed	442,516
Pay units	75,267
Plant miles	6,021
Basic subs/homes passed	71.3%
Pay units/basic subs	23.8%
Homes per plant mile	73.5
Subs per plant mile	52.4

SCTA member total

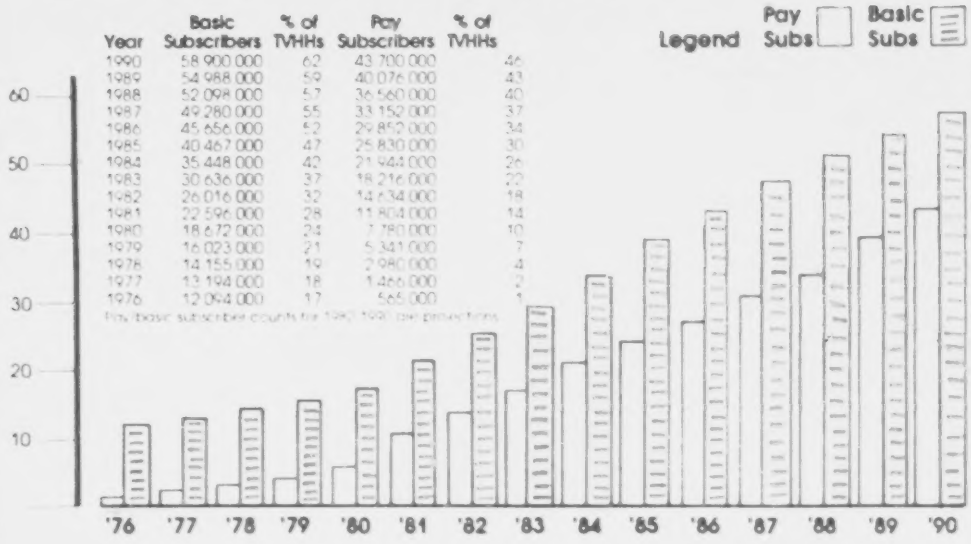
Number of systems	1,402
Number of communities	3,322
Basic subscribers	6,058,659
Homes passed	10,832,864
Pay units	3,059,692
Plant miles	159,729
Basic subs/homes passed	55.9%
Pay units/basic subs	50.5%
Homes per plant mile	67.8
Subs per plant mile	37.9

This special feature focuses on the member states of the Southern Cable Television Association—where they are in terms of cable system activity and which companies providing services and products are headquartered there. (Source: *CableFile '83.*)

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	566,000	1

Pay/basic subscriber counts for 1990-1990 are projections.



Cable barometer

Television households (TVHH) ... 81,500,000

Homes passed by cable (HP) 44,252,000

Percent of TVHH passed by cable 54.30%

Basic cable subscribers 24,242,000

Percent of TVHH with basic cable .. 29.75%

Percent of HP with basic cable .. 54.78%

Pay cable subscribers 13,219,000

Percent of TVHH with pay cable ... 16.22%

Percent of HP with pay cable ... 29.87%

Percent of basic subs with pay cable 54.29%

Figures are as of May 31, 1982.

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan-OP; four unwired boroughs-FP
2	Los Angeles	City is divided into 14 areas (A-N): 11-FG, 3-FP
3	Chicago	City is divided into five areas: FP
4	Philadelphia	City is divided into N,S,E,W, S-OP; other three FP
5	San Francisco	OP (system to be upgraded)
6	Boston	FG
7	Detroit	BP
8	Washington, D.C.	LNA
9	Cleveland	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Pittsburgh	OP
12	Houston	OP
13	Minneapolis/ St. Paul	FG/FP
14	St. Louis	BP
15	Seattle/Tacoma	City is divided into five parts (3-OP/1-FP/1-BP); Tacoma-OP
16	Atlanta	OP
17	Miami	FG
18	Tampa/ St. Petersburg	FP/OP
19	Baltimore	BP
20	Denver	FG
21	Indianapolis	Two systems-OP
22	Sacramento/ Stockton	FP/OP
23	San Diego	OP
24	Portland	City is divided into three parts (2-OP/1FG).
25	Kansas City	OP
26	Hartford/New Haven	Two systems-OP
27	Cincinnati	OP
28	Milwaukee	FG
29	Buffalo	OP
30	Nashville	OP
31	Phoenix	OP
32	Columbus	Four systems-OP
33	Providence/ New Bedford	LNA/OP
34	Memphis	OP
35	Charlotte	OP
36	New Orleans	FG
37	Greenville/Asheville/Spartansburg	Three systems-OP
38	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
39	Oklahoma City	OP
40	Orlando/ Daytona Beach	Two systems-OP
41	Raleigh/Durham	Two systems-OP
42	Louisville	Two systems-OP
43	Charleston/ Huntington	Two systems-OP
44	Birmingham	OP
45	Salt Lake City	OP
46	Harrisburg/York/ Lebanon/Lancaster	Four systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Wilkes Barre/ Scranton	Two systems-OP
49	Albany/Schenectady/Troy	Three systems-OP
50	Dayton	OP

Legend

OP—operational.
FG—franchise granted.
FP—franchise pending.
BP—beginning process.
LNA—little or no action.

Top 100 MSOs

Rank	Multiple System Operator	Basic Subs	
1	American Television and Communications	1,989,525	(6/82)
2	Tele-Communications Inc	1,900,000	(3/82)
3	Group W Cable	1,747,792	
4	Cox Cable Communications	1,164,400	
5	Storer Cable Communications	1,041,119	
6	Warner Amex Cable Communications	943,500	(5/82)
7	Times Mirror	699,355	(5/82)
8	Rogers-UA Cablesystems	632,410	
9	Newhouse Broadcasting[1]	631,785	
10	Viacom Cablevision[2]	543,098	
11	Continental Cablevision	505,000	(5/82)
12	United Cable Television Corp	494,624	(5/82)
13	Sammons Communications	484,631	(6/82)
14	TeleCable Corp	320,000	(5/82)
15	Capital Cities Cable	303,235	(5/82)
16	General Electric Cablevision	300,000	
17	Heritage Communications	251,232	(5/82)
18	Comcast Corp	249,834	
19	Cablevision Systems Development	242,000	
20	Liberty Communications	220,266	
21	Prometco Communications	206,994	
22	Tele-Media Corp	206,500	
23	Service Electric Cable TV	189,500	(8/82)
24	TCA Group	182,701	(6/82)
25	Daniels & Associates	178,100	
26	MacLean Hunter	173,037	(5/82)
27	Century Communications	170,000	(8/82)
28	Multimedia Cablevision	166,520	
29	Colony Communications	158,260	
30	Jones Intercable Inc	152,913	(6/82)
31	Western Communications	148,500	
32	Prime Cable	145,000	(9/82)
33	Centel Cable Television	125,000	(5/82)
34	Harris Cable Corp	122,500	
35	Tribune Company Cable	117,000	(8/82)
36	Rollins Cable Vue	115,000	
37	Midwest Video	114,615	(12/81)
38	Communications Service Inc	110,000	(8/81)
39	Harron Communications	102,341	
40	McCaw Communications	101,855	
41	Cable Vision Industries	95,645	
42	Buckeye Cablevision	91,730	
43	Communications Systems Inc	91,361	
44	Sutton Capital Group[3]	90,008	
45	Midcontinent Cable Systems[4]	87,144	
46	Armstrong Utilities[5]	85,966	
47	Adams Russell	80,117	
48	Cablentertainment	78,582	
49	McDonald Group	78,167	
50	Omni Cable TV	78,099	
51	Buford Television	76,653	
52	Multi-Channel TV Cable Co	75,400	
53	Cable America	72,200	
54	Southmedia	75,101	
55	Televents	73,532	
56	King Videocable Co	72,800	
57	Alda Group	71,446	
58	Palmer Communications	71,103	
59	The Essex Group	65,790	(5/82)
60	Perry Cable TV Corp	64,429	
61	Summit Communications	64,019	(5/82)
62	WEHCO Video	62,554	(8/82)
63	American Cablesystems Corp	60,799	
64	Omega Communications	60,000	(8/82)
65	Coaxial Communications	60,000	
66	US Cable Corp	55,273	
67	Booth Communications	56,112	
68	National Telecommunications Co	55,950	
69	Pericor Services Inc	55,102	
70	Acton Corp	53,000	
71	Ultracom Inc	52,526	(5/82)
72	Consolidated Cable Systems	51,900	
73	Total TV Inc	48,188	
74	Marsh Media	48,000	
75	Clear TV Cable Corp	46,065	
76	The Daily Press	45,000	
77	Sonic Cable TV	43,995	
78	Falcon Communications	43,000	
79	Lenfest Group	42,552	
80	Greater Media	41,218	
81	Susquehanna Broadcasting	40,500	
82	NorCal Cablevision (McClatchy-Viacom)	40,483	
83	Selkirk Communications	37,115	(5/82)
84	Joseph S. Garis	33,300	(3/82)
85	Cable Holdings Inc	30,000	
86	Columbia Communications	28,586	
87	Hellicon Corp	28,200	
88	Lawrence Finn Jr	27,279	(4/82)
89	The LBJ Co	26,717	
90	American Cable Television Inc (Phoenix, Ariz.)	26,585	
91	Cable Communications of Iowa	26,483	
92	National CableSystems Inc	25,600	
93	United Broadcasting	25,440	
94	Mid America Media	25,354	
95	Martix Enterprises	25,251	
96	Combined Cable Communications	25,072	
97	MultiVision Group	24,694	
98	Mickelson Media	24,385	
99	Potomac Valley TV Co	24,218	
100			

[1] Includes MetroVision, NewChannels, Vision Cable
[2] Includes 40% ownership in NorCal Cable
[3] Includes systems owned and with controlling interest
[4] Includes owned and partially owned systems
[5] Includes Armstrong Comm. Corp., Nat'l. Cable TV Corp., N. Lauderdale Cable

Top 100 systems

Rank	Location	Operator	Basic Subs	
1	San Diego, Calif.	Cox Cable	218,902	(6/82)
2	Manhattan, N.Y.	ATC	159,225	(6/82)
3	Oyster Bay (Long Island), N.Y.	Cablevision Systems	156,000	(5/82)
4	West Orange, N.J.	MacLean Hunter	137,574	(5/82)
5	Santa Monica (L.A. area), Calif.	Group W Cable	112,608	
6	San Antonio, Texas	Rogers-UA	111,621	(6/82)
7	Wayne, N.J.	Rogers-UA Cable	108,000	
8	Tulsa, Okla.	United Cable	100,935	(5/82)
9	Audubon, N.J.	NYT Cable	93,933	
10	Erie County, N.Y.	Prime Cable	91,900	
11	San Jose, Calif.	Gill Industries	89,175	(3/82)
12	Tidewater, Va.	Cox Cable	86,973	
13	Austin, Texas	ATC	83,500	(6/82)
14	Central Islip, N.Y.	Viacom	82,447	
15	Orlando, Fla.	ATC	80,450	(6/82)
16	Seattle, Wash.	Group W Cable	77,010	
17	Jefferson Parish/Kenner, La.	Cox Cable	75,991	
18	Manhattan, N.Y.	Group W	75,000	
19	Toledo, Ohio	Buckeye Cablevision	73,500	(8/82)
20	Honolulu, Hawaii	ATC	71,000	(6/82)
21	Grand Rapids, Mich.	General Electric	70,800	(8/82)
22	Wilmington, Del.	Rollins Cable	67,963	
23	New Britain, Conn.	United	65,817	
24	Memphis, Tenn.	ATC	65,550	(6/82)
25	Jacksonville, Fla.	ATC	65,100	
26	Baton Rouge, La.	Daniels	63,500	(8/82)
27	San Francisco, Calif.	Viacom	62,137	(5/82)
28	San Diego, Calif.	ATC	61,575	(6/82)
29	Columbus, Ohio	Warner Amex	60,000	(8/82)
30	Flint, Mich.	Comcast	59,929	
31	Wichita, Kan.	Multimedia Cable	59,710	(6/82)
32	Baltimore County, Md.	Caltec Cable	59,517	
33	Santa Barbara, Calif.	Cox Cable	57,680	
34	Buffalo, N.Y.	Minneapolis Star	57,629	
35	Monterey, Calif.	Western	57,300	
36	Henrico County/Richmond, Va.	Continental	56,000	(5/82)
37	Allentown, Pa.	Twin County	55,000	
38	Suburban Rochester, N.Y.	People's Cable	54,841	
39	Melbourne, Fla.	ATC	53,925	(6/82)
40	Greater San Juan, Puerto Rico	Harris Cable	53,333	
41	El Paso, Texas	Group W Cable	52,319	
42	Harrisburg, Pa.	Sammons	52,066	
43	Snohomish County, Wash.	Viacom	51,444	
44	Binghamton, N.Y.	NewChannels	51,126	
45	Louisville, Ky.	Times Mirror	50,412	
46	Seattle, Wash.	Viacom	49,647	
47	Boston Complex, Mass.	Warner Amex	49,200	
48	Columbus, Ohio	Coaxial Comm.	48,498	
49	Pompano Beach, Fla.	American Cable TV	48,100	
50	Canton, Ohio	Warner Amex	47,200	
51	Reading, Pa.	ATC	47,000	(6/82)
52	Sarasota, Fla.	Storer Cable	46,731	
53	Shreveport, La.	ATC	46,500	
54	Hartford/Meriden, Conn.	Times Mirror	46,430	
55	Dade/Broward Counties, Fla.	Storer	46,206	
56	West Haven, Conn.	Storer	46,125	
57	Des Moines, Iowa	Heritage	46,018	
58	Peoria, Ill.	General Electric	46,000	
59	San Rafael/Marin, Calif.	Viacom	45,854	
60	San Diego County, Calif.	Times Mirror	45,763	
61	Charlotte, N.C.	ATC	45,700	(6/82)
62	Akron, Ohio	Warner Amex	44,400	
63	Jackson, Miss.	ATC	44,050	(6/82)
64	Eugene, Ore.	Group W Cable	43,851	
65	NW Houston, Texas	Warner Amex	43,700	
66	Albany, N.Y.	ATC	43,375	(6/82)
67	Spokane, Wash.	Cox Cable	42,300	
68	Scranton, Pa.	Verto Cable TV	41,815	(8/82)
69	Birmingham, Ala.	ATC	41,400	(6/82)
70	Moline/Quint Cities, Ill.	Cox Cable	41,106	
71	Bridgeport, Conn.	Alda Group	41,100	
72	Bakersfield/Kern Co., Calif.	Warner Amex	40,116	
73	Brantford, Conn.	Rollins Cable	40,000	
74	Lincoln, Neb.	MetroVision	39,868	
75	Charleston, S.C.	Storer	39,753	
76	Brookhaven, N.Y.	Rogers-UA Cable	39,645	(4/82)
77	Lansing, Mich.	Continental	39,500	
78	Port Arthur, Texas	Liberty	39,314	
79	Overland Park, Kan.	TeleCable Corp.	39,200	(5/82)
80	St. Petersburg, Fla.	Group W Cable	38,593	
81	West Palm Beach, Fla.	Group W Cable	38,199	
82	Cleveland, Ohio	Viacom	37,903	
83	Winston-Salem, N.C.	Summit Commun.	37,819	
84	Fayetteville, N.C.	ATC	37,525	(6/82)[1]
85	Springfield, Ill.	Times Mirror	37,303	
86	Deerfield, N.Y.	Harron Commun.	37,285	
87	Dover, N.J.	Sammons	37,200	
88	Honolulu, Hawaii	TV Systems Inc.	37,000	(8/82)
89	Beacon, N.Y.	Colony Commun.	36,112	
90	Cleveland, Ohio	Cox Cable	35,756	
91	South Bend, Ind.	Buford	35,552	
92	Pensacola, Fla.	Cox Cable	35,077	
93	Palm Desert, Calif.	Palmer Commun.	35,000	(8/82)
94	Cincinnati Suburbs, Ohio	Warner Amex	34,200	
95	Madison, Wis.	Complete Channel TV	34,000	(8/82)
96	Evansville, Ind.	General Electric	34,000	
97	Englewood, Colo.	United Cable	33,893	
98	Concord, Calif.	Western	33,636	
99	Stuart, Fla.	Perry	32,966	
100	Naples/Marco, Fla.	Palmer Commun.	31,383	(5/82)

[1] Subscriber counts for MSOs and systems are as of 7/82 unless noted otherwise.